

Advertiser:	Iss/ DCCC
Product Desc:	DCCC
Estimate:	2111

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NWS CH5-10P<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	-- WTF--		2			\$3,375.00		0.00				
3	KSDK	10/17/12	10/19/12	M-F 10-11A News at 10am	CM	10-11A	-- WTF--	:30	2	\$560.00	P-1	0.00	NM	2	\$1,120.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	-- WTF--		2			\$560.00		0.00				
4	KSDK	10/17/12	10/19/12	M-F 11-12P Today Show III	CM	11A-12P	-- WTF--	:30	2	\$615.00	P-1	0.00	NM	2	\$1,230.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	-- WTF--		2			\$615.00		0.00				
5	KSDK	10/17/12	10/17/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	-- W----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
SHOW ME ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	-- W----		1			\$675.00		0.00				
6	KSDK	10/17/12	10/19/12	M-F Noon News Noon News	CM	12-1230p	-- WTF--	:30	1	\$790.00	P-1	0.00	NM	1	\$790.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	-- WTF--		1			\$790.00		0.00				
7	KSDK	10/17/12	10/19/12	M-F 2-3p Dr. Oz	CM	2-3p	-- WTF--	:30	2	\$675.00	P-1	0.00	NM	2	\$1,350.00
DR. OZ<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	-- WTF--		2			\$675.00		0.00				
8	KSDK	10/17/12	10/22/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	M- T---	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	M- T---		2			\$850.00		0.00				
9	KSDK	10/17/12	10/22/12	M-F 4P News News 5 at Four	CM	4-430P	M- W----	:30	2	\$1,125.00	P-1	0.00	NM	2	\$2,250.00
NWS5 1ST@FOUR<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	M- W----		2			\$1,125.00		0.00				
10	KSDK	10/16/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5p	M- - F--	:30	2	\$1,235.00	P-1	0.00	NM	2	\$2,470.00
JEOPARDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	M- - F--		2			\$1,235.00		0.00				
11	KSDK	10/17/12	10/19/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-- WTF--	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	-- WTF--		1			\$2,800.00		0.00				
12	KSDK	10/17/12	10/19/12	M-F 5-6A 5-6a	CM	5-6A (5:00 AM-6:00 AM)	-- WTF--	:30	2	\$675.00	P-1	0.00	NM	2	\$1,350.00
TODAY-LOUIS-5/TDY-LOUIS-5.30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	-- WTF--		2			\$675.00		0.00				
13	KSDK	10/16/12	10/22/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	2	\$3,025.00	P-1	0.00	NM	2	\$6,050.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		2			\$3,025.00		0.00				
14	KSDK	10/16/12	10/22/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	4	\$1,350.00	P-1	0.00	NM	4	\$5,400.00
TODAY-LOUIS-6															

Order / Rev: 722791
 Alt Order #: 06378084
 Flight Dates: 10/16/12 - 10/22/12

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	KSDK	10/16/12	10/22/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	4	\$1,350.00	P-1	0.00	NM	4	\$5,400.00
TODAY-LOUIS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			4		\$1,350.00		0.00				
15	KSDK	10/16/12	10/22/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
WHEEL-FORTNE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$3,000.00		0.00				
16	KSDK	10/16/12	10/22/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MTWTF--	:30	2	\$1,250.00	P-1	0.00	NM	2	\$2,500.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$1,250.00		0.00				
17	KSDK	10/16/12	10/22/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$850.00		0.00				
18	KSDK	10/22/12	10/22/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$7,875.00	P-1	0.00	NM	1	\$7,875.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$7,875.00		0.00				
19	KSDK	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
SAT NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$1,800.00		0.00				
21	KSDK	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$1,125.00		0.00				
22	KSDK	10/21/12	10/21/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$1,575.00		0.00				
23	KSDK	10/21/12	10/21/12	NFL Pregame Show NFL Pregame Show	CM	Various (6:00 PM-7:15 PM)	-----S	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
FOOTBALL NIGHT IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$3,375.00		0.00				
24	KSDK	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$1,125.00		0.00				
25	KSDK	10/21/12	10/21/12	NFL Regular Season Fo NFL Regular Season Football	CM	Various (7:15 PM-10:30 PM)	-----S	:30	1	\$10,125.00	P-1	0.00	NM	1	\$10,125.00
SUNDAY NIGHT FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$10,125.00		0.00				
26	KSDK	10/21/12	10/21/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$1,010.00		0.00				
28	KSDK	10/22/12	10/22/12		CM	10-11A	M-----	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00

Order / Rev:	722791
Alt Order #:	06378084
Flight Dates:	10/16/12 - 10/22/12

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 10-11A News at 10am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$560.00		0.00			
29	KSDK	10/19/12	10/19/12	M-F Noon News Noon News	CM	12-1230p	- - - - F - -	:30	1	\$790.00	P-1	0.00	NM	1	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - F - -		1				\$790.00		0.00			
30	KSDK	10/17/12	10/19/12	M-F 4-5A 4-5A	CM	4-5A	- - WTF - -	:30	2	\$50.00	P-1	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - WTF - -		2				\$50.00		0.00			
31	KSDK	10/17/12	10/17/12	Wed Prime A Animal Practice/ Guys with Kids	CM	7-8P	- - W- - - -	:30	1	\$2,025.00	P-1	0.00	NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - W- - - -		1				\$2,025.00		0.00			
													Totals	46	\$77,640.00